**FOR IMMEDIATE RELEASE**

**Public Relations Contacts:**

**Amanda Storer, Director Brand Marketing**

CENTRIA

1550 Coraopolis Heights Road Suite 500

Moon Township, PA 15108

(972) 221-6656

ajstorer@centria.com

**Jeff Donaldson**

BLD Marketing

(412) 347-8039

jeff.donaldson@bld-marketing.com

**Photos:** <https://bldpressroom.com/centria/impressions>

**CENTRIA® Puts Color, Durability Front and Center with
Launch of Impressions Coating System**

*Improves Aesthetics and Performance of Steel, Aluminum Substrates*

**Moon Township, PA, December 14, 2020** – [CENTRIA**®**](http://www.centria.com/), leading innovator and manufacturer of the world’s most advanced building envelope wall and roof panels, is giving architects, specifiers and contractors a new tool to deliver both durability and aesthetics with the launch of the Impressions**®** coating system. A pre-finished decorative paint system, Impressionsis engineered specifically for steel and aluminum substrates.

Impressions provides superior scratch resistance; exceptional dirt and stain resistance; and remarkable protection from the sun, rain and other natural elements. It is applicable to a number of stainless steel and aluminum substrates.

The coating system simulates natural finishes, including woods and specialty metals. Substrates treated with Impressions also require less maintenance than those natural materials, which generates cost savings. In addition, Impressions adheres more readily to the metal and delivers greater color consistency, which results in a uniform appearance throughout the life of the building.

“Impressions takes our substrates to the next level by adding new finishes and additional protections,” said Julie Schessler, product manager, CENTRIA. “It provides greater versatility in color options and in its ability to simulate other materials. At the same time, materials finished with Impressions have an added barrier to ward off wear and tear, which pays off over time.”

Impressions coatings begin with the substrate. A Color Base Coat is added followed by fluoropolymer ink. Those layers are sealed with a clear topcoat made of resins for thermal stability and chemical resistance. The total coating thickness is 1.1 mils (0.0011 inch) on the substrate.

Impressions is available in twelve patterns and colors.

For more information on Impressions, visit <https://www.centria.com/products/coatings/coatings-systems/impressions-coating-systems>.

**ABOUT CENTRIA**

CENTRIA innovations in architectural metal wall and roof systems are helping building teams envision metal as the future of the building envelope. From inspiration through installation, CENTRIA provides the highest level of expertise including service and support from an elite Dealer Network. Based in Pittsburgh (Moon Township, Pa.), CENTRIA metal architectural systems are the perfect combination of science and aesthetics, offering advanced thermal and moisture protection technology, the broadest spectrum of design options, truly integrated components, and superior sustainability. CENTRIA is part of the Cornerstone Building Brands family. Visit us at [www.centria.com](http://www.centria.com).

# # #